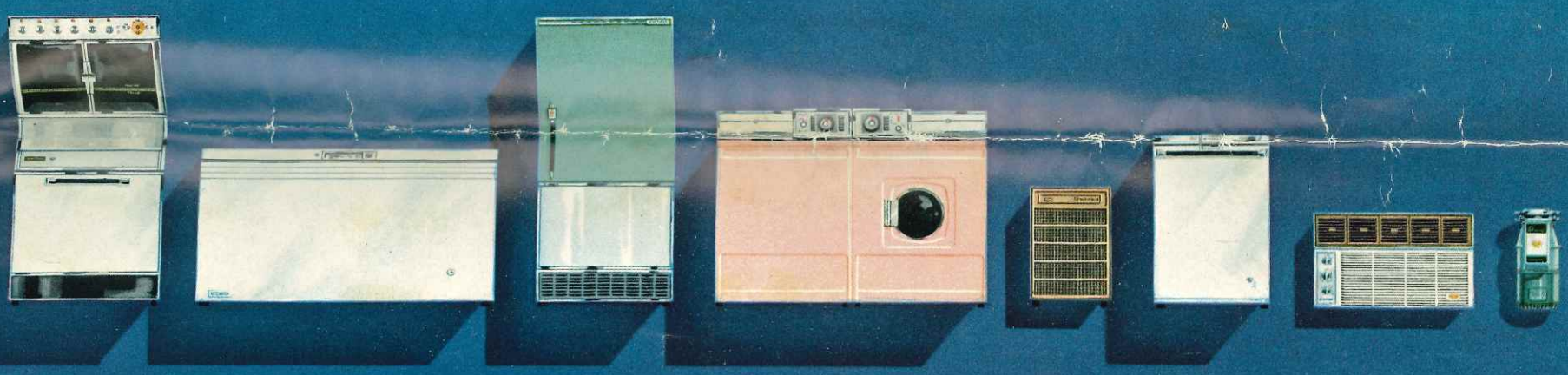
Any good appliance line can be sold, but...

THE NEW 1963

RCA whirlpool

APPLIANCES



are easier to sell than sell against!

TAKE A LOOK ››››››

NEW 1963 RCA Whirlpool

Model EKB-18MM

Features huge 18.3 cu. ft. capacity with a host of benefits only an RCA WHIRLPOOL dealer can sell . . . two Carousel Shelves, No-Frost system with Constant-Cold Reserve, IceMagic, Jet-Cold Shelf. Available in white, pink, yellow, turquoise or two-tone copper.

...THE ONLY REFRIGERATOR LINE WITH

ICEMAGIC

Carousel Shelf...

Constant-Cold Reserve...

Jet-Cold Shelf

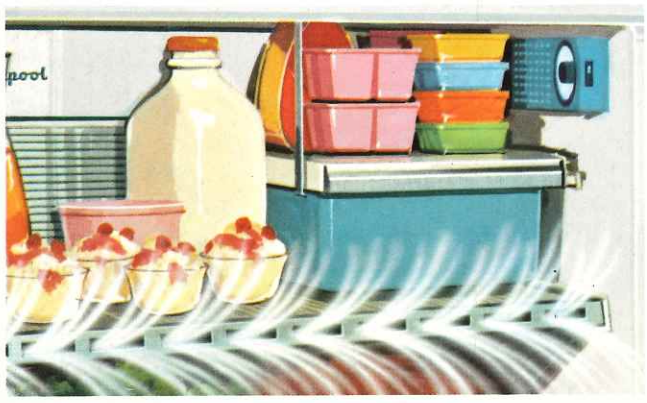
and more!

IceMagic® automatic ice maker gives prospects more to enjoy — less to do!

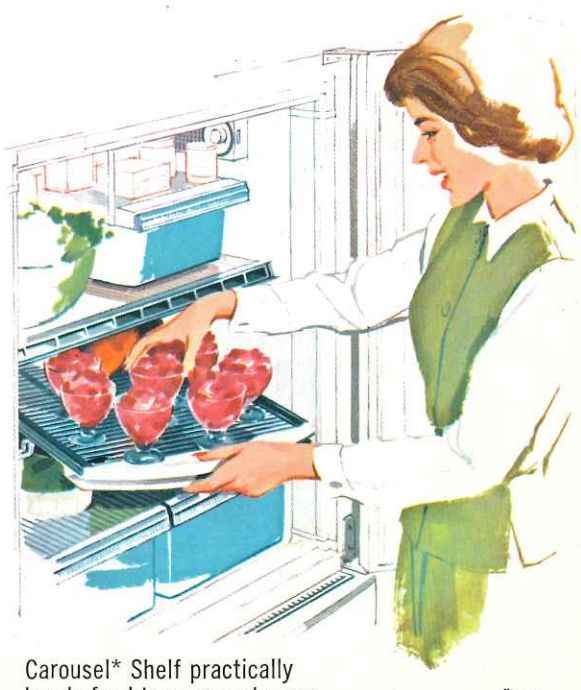
Nobody has to tell you it takes more than gimmicks to close a refrigerator sale. You know it takes sound convenience features that women want and will pay hard cash to get. The new RCA WHIRLPOOL line for '63 gives you this important selling edge. ■ For instance, you can offer the popular IceMagic automatic ice maker, not just with top-of-the-line, but with budget-priced 12 cubic footers. ■ Attractively-priced No-Frost models with top or bottom-mounted freezers in the widest selection we've ever offered. ■ Exclusive Constant-Cold Reserve provides instant cold recovery for better food preservation—and it's so easily demonstrated. ■ Models with new thin-wall design for inside bonus storage space. ■ There's the popular All-Refrigerator for families with freezers. ■ Models for every family need . . . double doors . . . single doors . . . colors, you name it!

See them now and get the full story from your RCA WHIRLPOOL distributor!

Air-driven cold saves food flavor without an ounce of frost!



Quick-chilling Jet-Cold* Shelf gives you another sales exclusive!

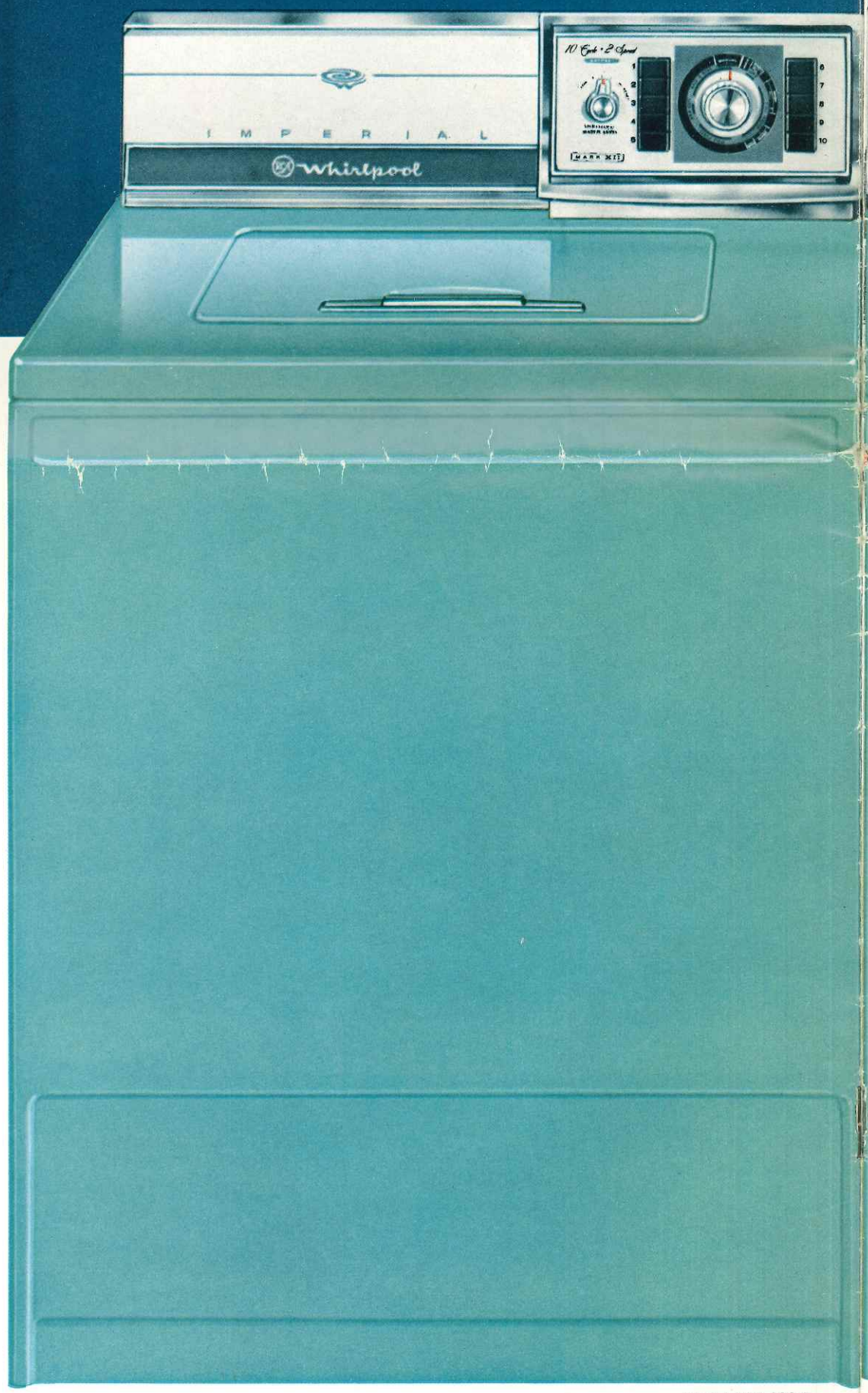


Carousel* Shelf practically hands food to your customers.

*Tmk.

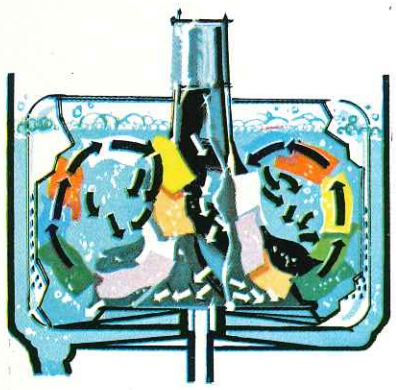
NEW 1963 RCA Whirlpool

2-speed washers with new Super Wash



The washers with exclusive new Super Wash give you a terrific sales wedge to help you step up to more profitable sales. New Super Wash gives grimy, "problem" washes a *powerful extra washing* for bright clean results—and it's all automatic. Then add to this the famous "million" water current Surgilator® agitator washing action, exclusive Magic-Mix* dispenser filter, huge 12-lb. capacity, automatic bleach and rinse dispensers and more. Compact 24" models as well as 29" . . . the most beautiful styling ever . . . see them today.

*Tmk.



Exclusive Surgilator agitator.

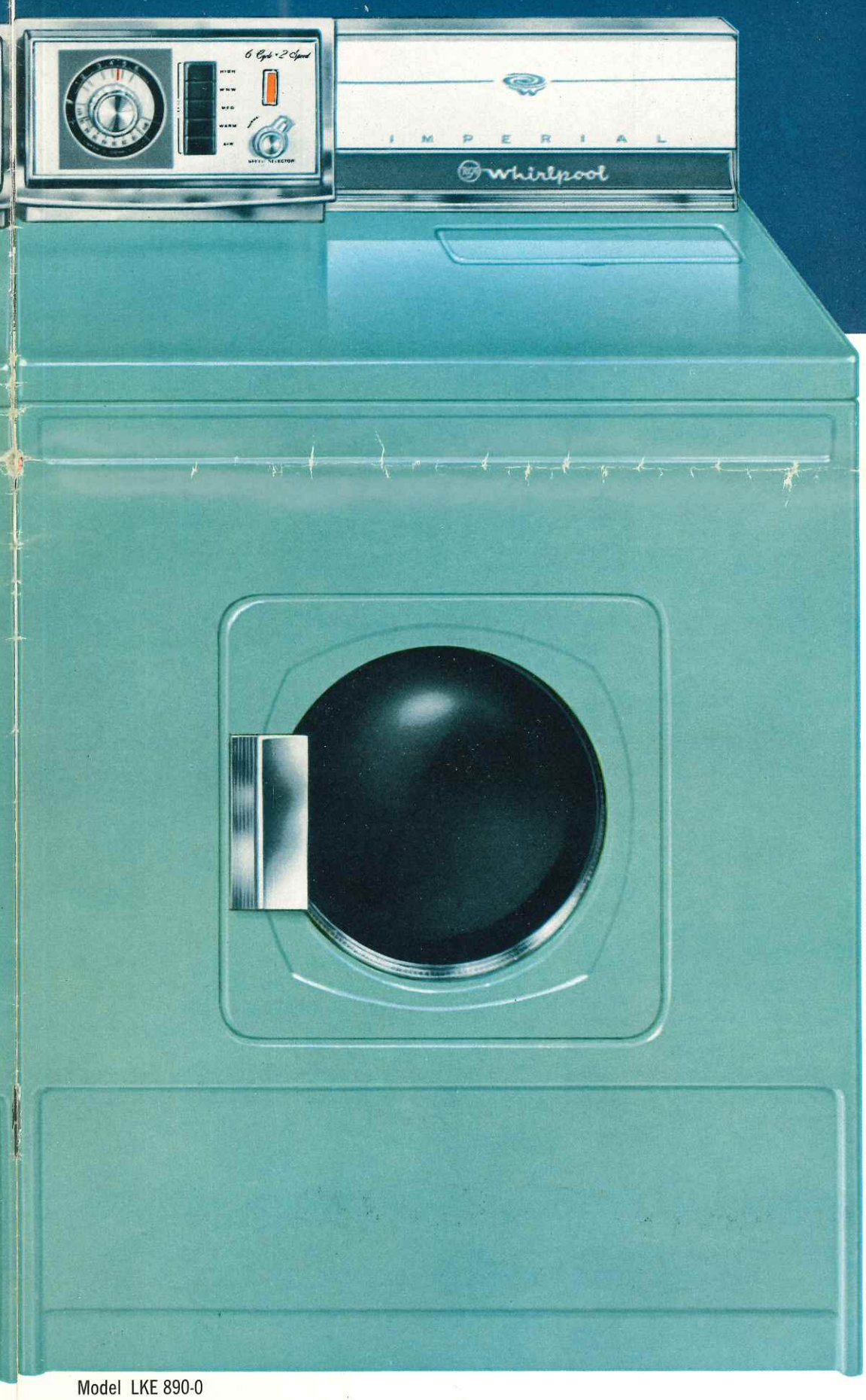
Washes up to 12 lbs.

Model LKA 992-0

See your RCA WHIRLPOOL distributor now

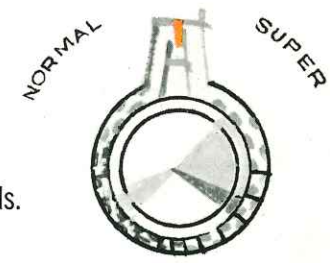
...THE ONLY LAUNDRY LINE THAT HAS

2-speed dryers with automatic dampener!



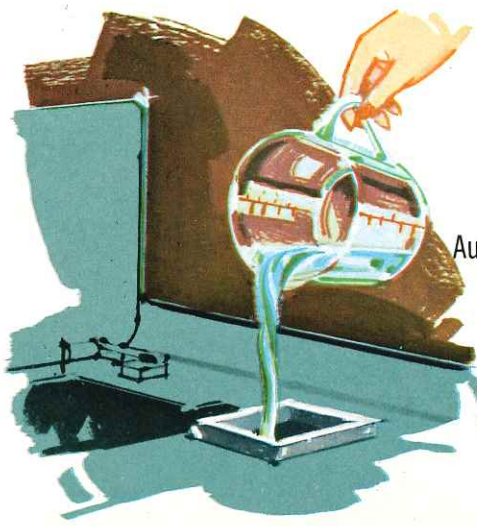
Model LKE 890-0

The dryers with two speeds, and only an RCA WHIRLPOOL has them, give your prospects the newest, most convincing reason for buying a dryer. It lets them change drying speeds to match their needs, and, with today's variety of fabrics, it's a feature women want and understand. But that's just a start . . . sell them the convenience of the automatic clothes dampener, the fresh-air fragrance of the ultra-violet lamp, the special cycles for airing, fluffing and wash 'n wears . . . and they're so-o quiet. Stunning new design, too.



Exclusive 2 drying speeds.

SPEED SELECTOR



Automatic clothes dampener.

v for details on this profitable new line!

NEW 1963 RCA Whirlpool

all these cooking plus exclusive Cabinet-Mate

Model RKE9958

The Connoisseur electric range

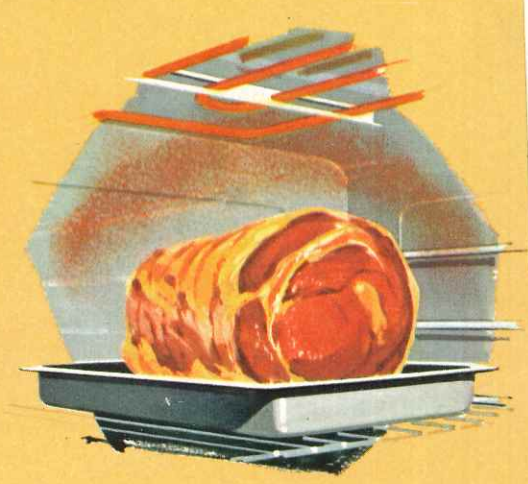
The most modern range you can sell. Features an eye-high oven and broiler, huge low oven, and installs in minutes. Just slide it in place and make a single electrical connection. Sure, it looks built-in, but it isn't.

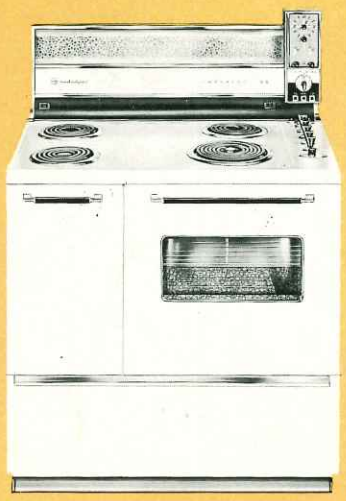
NEW electric ranges

Regardless of what type market you sell to, this new line of RCA WHIRLPOOL electric ranges is "tailored" to fit it. Look what you have to sell: A magnificent Connoisseur range that provides a complete cooking center, and it's available in three 30″ models. In the new 36″ or 30″ free-standing models you can sell top-of-the-line styling at a middle-of-the-line price. For example, every model has a handsome backguard console . . . six of the models have the popular Gourmet Shelf. There's a host of easy-cleaning features women want, and the most effective step-up story we've ever offered.

EXCLUSIVE, built-in Bar-B-Kewer®

Here's one of the best "closers" in the business. What is it? *Flavor*, the tangy, delicious flavor of meats cooked in the Bar-B-Kewer oven. It cooks meats slowly with radiant heat to seal in juices and give meats a richer taste. It's ideal when used in combination with the rotisserie.





Model RKE6758 Imperial 36″ electric range, double ovens, Automatic Mealtimer, rotisserie and Gourmet Shelf.

Model RKE371 Imperial 30″ electric range with Bar-B-Kewer, automatic rotisserie and Mealtimer* clock.

...THE ONLY RANGES THAT LET YOU SELL

and cleaning conveniences design!

Model RKG0958

The Connoisseur gas range

Here's *convenience plus* with oven and broiler at reach-in height, both with extra-wide windows. New Programatic oven control turns oven on and off automatically . . . even holds foods for hours at ready-to-serve temperatures without overcooking. Gold Star approved.

NEW gas ranges

The exciting, new Connoisseur models also head the new RCA WHIRLPOOL gas range line for '63. You can offer a choice of two 39″ models or a slim 30″. New free-standing gas ranges include 30″ and 36″ models. And there's more quality and convenience to sell than ever . . . new "Cook & Hold" Mealtimer* signals when cooking time has elapsed, then keeps food warm, just right for serving . . . new larger ovens and broilers . . . automatic pilots . . . Lo-Temp oven controls . . . easy-to-clean swing-up tops. Don't delay . . . get the full profitable range story from your local RCA WHIRLPOOL distributor.

EXCLUSIVE Counter Control Center

Only an RCA WHIRLPOOL has it . . . puts all controls on the range top where they belong . . . makes them easier to use and easier to see. Other outstanding range top features include Gourmet Shelf to keep spices handy, and Spillguard* top.

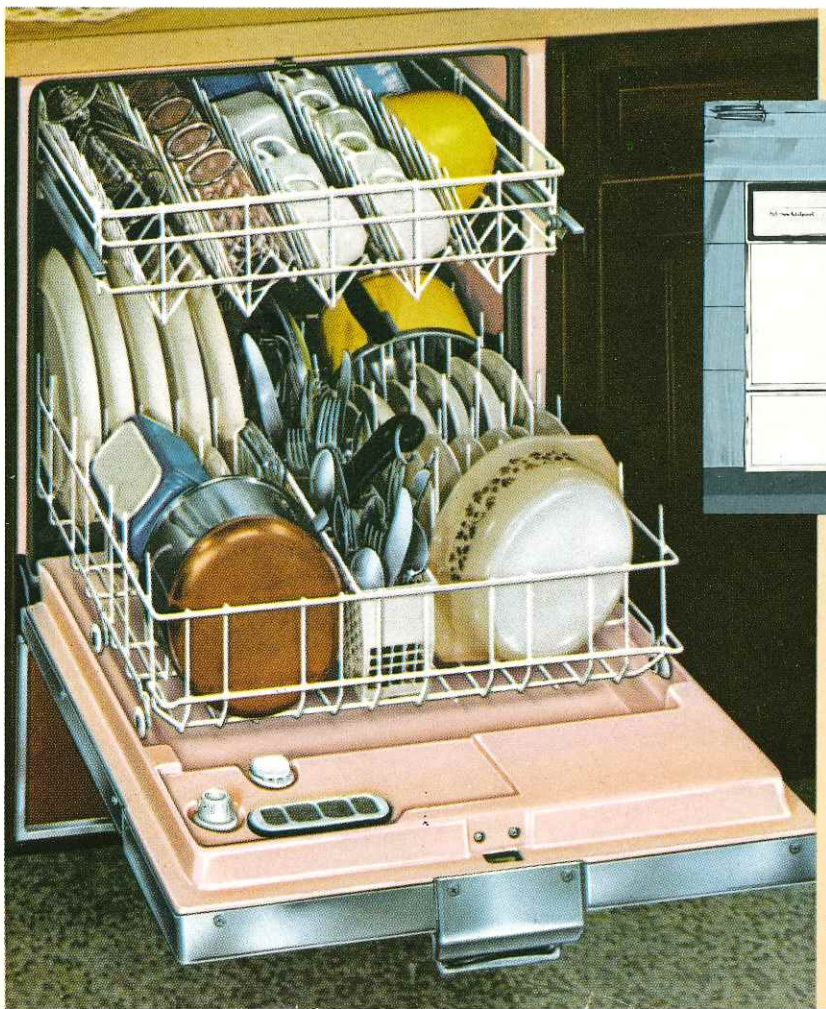
*Tmk.

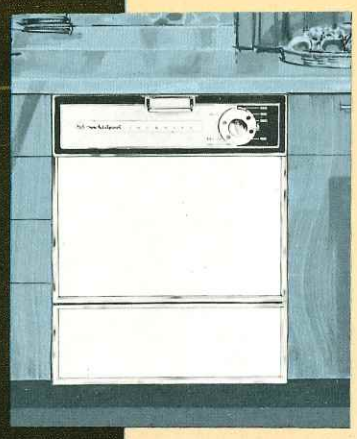
Model JG6755 Imperial 36″ gas range with handy Gourmet Shelf, Cabinet-Mate* design and more.

Model JG3755 Imperial 30″ gas range with Counter Control Center, and extra-large 25″ oven.

NEW 1963 RCA Whirlpool

17 TABLE-





And look at the beautiful new built-in model with exclusive Dial-A-Cycle* control

Prospects will love the simplicity . . . they simply dial the cycle they need and the RCA WHIRLPOOL does the rest. And what a styling story . . . available in pink, yellow, turquoise, white, copper or brushed chrome, or match dishwasher to cabinets, walls or curtains with exclusive Select-A-Door* kit. Big capacity too, enough to wash a whole day's dishes at once. Choice of two built-in models.

Model SKU-70

...THE ONLY PORTABLE DISHWASHERS WITH

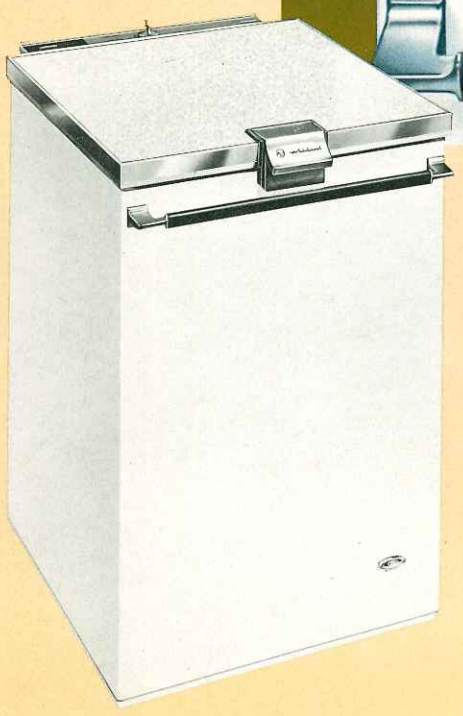
-SETTING CAPACITY...

Filter-Stream action

and "Random Loading"

Exclusive, multi-spray Filter-Stream* washing action!

No complicated loading pattern to follow!



Model SKP-55

Check it, compare it . . . you won't find a stronger dishwasher sales story. ■ It's the only portable you can sell that'll wash 17 table settings (equivalent of 24 NEMA place settings)—ideal for once-a-day dishwashing, ideal for even the largest families. ■ It constantly filters the wash and rinse water, so there's no need to scrape or pre-rinse . . . **and the filter cleans itself!** ■ Torrents of water from two revolving spray arms "scrub" dishes clean from every angle. ■ Two thorough washes plus four rinses. ■ Automatic rinse conditioner for spotless drying. There are three new portable models to fit every budget, but get the full story from your RCA WHIRLPOOL distributor.

*Tmk.

Ideal add-on sale for every dishwasher buyer!

Model SHD-31

RCA WHIRLPOOL food waste disposers

The perfect mate for every RCA WHIRLPOOL dishwasher you sell. Eliminates food wastes in seconds. Exclusive, automatic reversing system helps prevent food jams. Quick, one-man installation and it's so-o quiet.

NEW 1963 RCA Whirlpool

Model AKM-P70-2

Choice of five Metropolitan models ranging from 5,500 to 9,500 BTU. Three of the models have Insta-Mount sections that roll out to fit window width for economical do-it-yourself installation.

Model AKS-C60-2

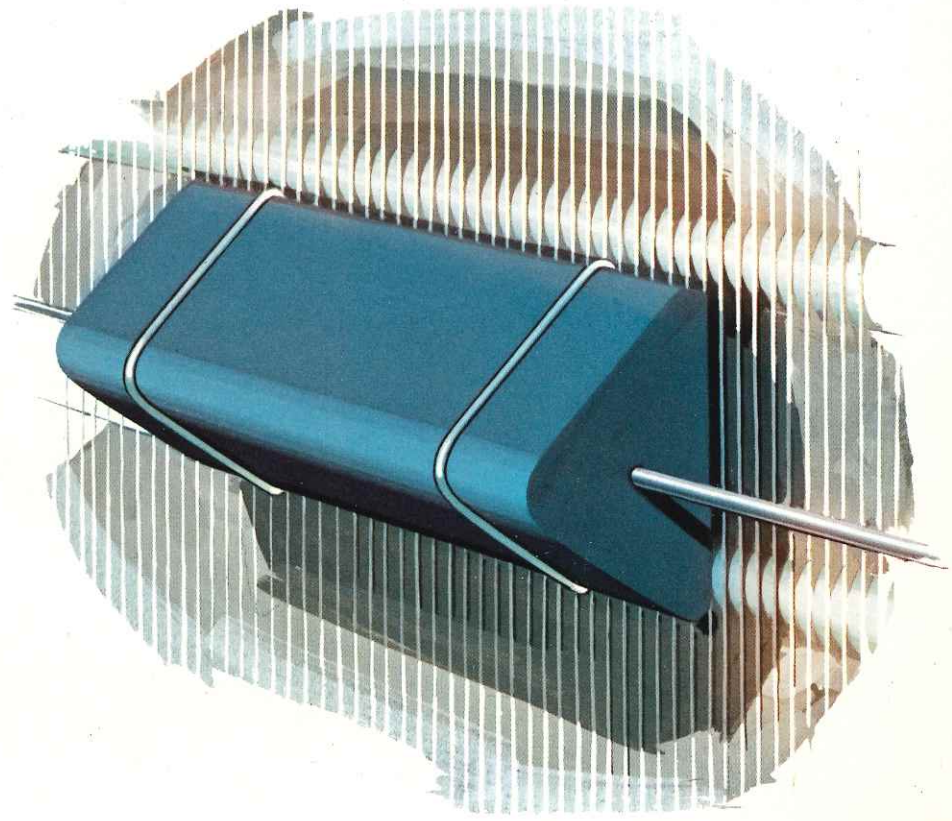
So easy to install in any casement windows. Comes complete with installation kit. Features 6,000 BTU rating, permanent washable filter and two fan speeds. Rugged Weather-Sealed cabinet.

Model AKC-090-2

A capacity for most any cooling need with four Custom models from 8,500 to 14,800 BTU. New "Comfort Guard" control, washable germicidal filter and dual air direction controls.

...THE ONLY AIR CONDITIONER LINE WITH

NEW "COMFORT GUARD"



Cuts temperature fluctuations up to 30%... eliminates "freeze up" complaints!

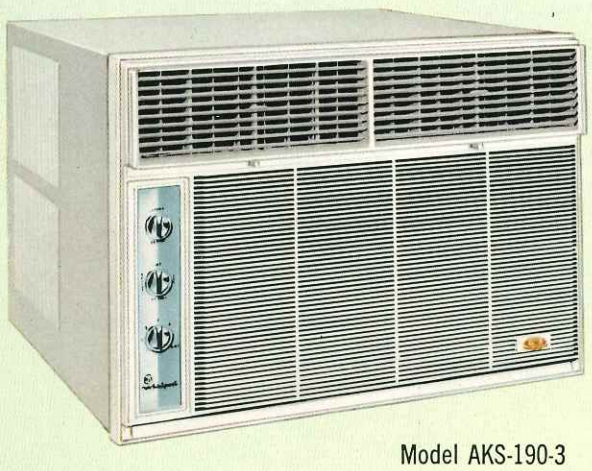
BTU/hr COOLING CAPACITY amperes and watts CERTIFIED NEMA RATING STANDARD CN 1

No guessing about performance with certified NEMA ratings!

A new exclusive extra that can help you make sale after sale!

You don't really sell air conditioners . . . **you sell comfort.** And these new RCA WHIRLPOOL air conditioners, with "Comfort Guard", let you sell comfort as never before. How? It limits fluctuation of cooling temperatures to provide more uniform cooling . . . more comfort. It's designed to reduce cooling lag or overchilling. More good news—exclusive "Comfort Guard" eliminates service complaints due to "freeze up".

A built-in silencing chamber enables you to sell "whisper-quiet" operation!



Model AKS-190-3

Ideal for the large home or office. Three Super models with cooling capacities ranging from 18,500 to 28,000 BTU. Feature two fan speeds, air deflector controls, washable filter and more.

RCA WHIRLPOOL DEHUMIDIFIERS let you sell complete summer comfort!

It's a growing market and a profitable one. Enables your customers to control the degree of humidity desired from 20% to 80%. Model shown shuts itself off automatically when moisture container is nearly full.

Model ADF-10C

Call your RCA WHIRLPOOL distributor today for details!

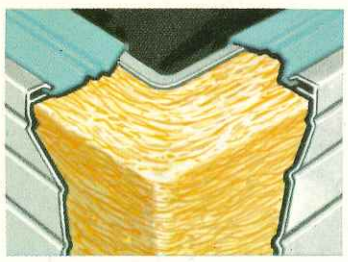
NEW 1963 RCA Whirlpool

SPACESAVER "28" FREEZER LETS YOU OFFER

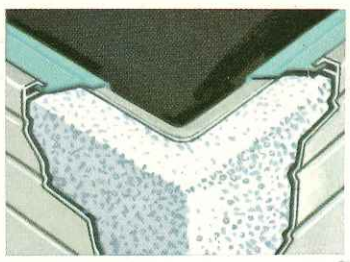
37% bonus storage space!

NORMALLY, TO HOLD THIS MUCH FOOD IT WOULD TAKE THIS MUCH MORE SPACE!

Model EKH-28I



OLD



NEW

Freezes 'n stores almost ½ ton of food!

Amazing new "thin-wall" design gives you a terrific sales wedge—huge 27.53 cu. ft. capacity freezer that fits in the floor space of a former 20 cubic footer! Other wanted features include . . . exclusive built-in defrost drain . . . tight-sealing Million-Magnet* lid, no latches . . . exterior signal light . . . Slide 'n Store baskets and more. Other chest freezer models available down to 15.7 cu. ft. capacity.

Upright models with more "sell" than ever...including No-Frost!

There's a new upright model to fit every buyer's needs . . . from 10.6 cu. ft. to huge 20.6 cu. ft. models, six freezers in all. And here are just a few of the quality features that make them easier to sell . . . exclusive Million-Magnet door opens and closes so easily, so quietly . . . handy built-in juice can racks . . . convenient swing-out basket . . . new bookshelf storage door and more.

*Tmk.

Join up . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Model EKV-17M

Sell the satisfaction of no defrosting!

In model shown there's never an ounce of troublesome frost to hide labels and "steal" storage space. And never a minute wasted on defrosting drudgery.

Whirlpool CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers • Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers

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